

ALERT: Montana Youth Electronic Cigarette Use Alarming



2015 Montana Youth Risk Behavior Survey results indicate Montana youth are using electronic electronic vapor products more than cigarettes, cigars and smokeless tobacco combined.



51% of Montana high school students report they have ever used an electronic vapor product and 30% report they've used an electronic vapor product during the past 30 days.

Electronic vapor products (E-Cigs, E-Hookahs, Electronic Cigarettes, Vapes, Electronic Nicotine Delivery Systems etc.) are battery-operated "smoking" devices that most often contain highly addictive **nicotine**. The long-term effects of E-cigs on health are unknown, but we do know that nicotine is harmful to the developing brain. With an unregulated industry, there are no labeling requirements and some E-cigs have been found to contain known carcinogens. American poison control centers report an increased incidence of nicotine poisoning and according to the Centers for Disease Control and Prevention's (CDC) National Youth Tobacco Survey, youth electronic cigarette use **tripled** between 2013 and 2014.

"Vaping" emits an aerosol that typically has no lingering smell, which can make it difficult to detect in a school setting. Vapor products can be modified for use with marijuana and other illicit drugs.

There are currently no federal or state laws regulating E-cigs, however, effective January 1, 2016, Montana statute will prohibit purchase or use for anyone under the age of 18. The U.S. Food and Drug Administration has proposed similar federal regulations but a final rule has not yet been established.

While we've not seen an ad for cigarettes on television in more than 40 years, marketing E-cigs comes with few restrictions. Global sales in 2014 peaked at \$3 billion, but experts predict sales will reach \$10 billion by 2017. Current marketing tactics mimic those outlawed long ago for this very same tobacco industry (free samples, billboards, flavors, etc.).

What can you do to prevent E-cigarette use on your campus?

Currently the best tools Montana schools have to battle this encroaching trend are to adopt and enforce **comprehensive tobacco- free policy**. Most Montana school districts have adopted comprehensive tobacco-free policy, which prohibits use of e- cigarettes by everyone at all times:

- On school property
- At school-sponsored events
- In district vehicles

Please check your district policy to ensure you have what's needed to keep these devices off your campus and out of the hands of your students.

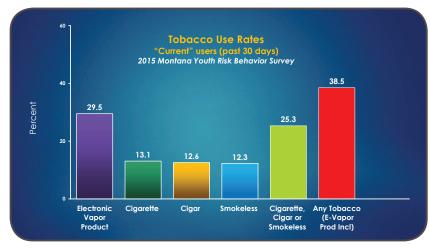
Additional signage and staff training opportunities will be provided by the Office of Public Instruction and the Montana Tobacco Use Prevention Program.

<u>A Quick Summary</u> - Why electronic cigarettes are a concern for schools:

- Nearly 1 in 3 Montana high school students are using E-cigs – a dramatic increase in youth use
- Nicotine is toxic, highly addictive and exposure to it has long term consequences for brain development¹
- Other health effects of vaping are unknown
- Flavors appeal to youth²: gummy bear, cherry crush, root beer float, etc.
- Unregulated industry: no current age limit, unrestricted marketing, some products contain known carcinogens
- Devices can be used for marijuana and other illicit drug delivery; are often odorless and hard to detect
- Re-glamorizing what looks like smoking; adolescents are particularly vulnerable to visual cues to smoke and social norms¹

¹⁻2014 Surgeon General's Report — The Health Consequences of Smoking — Fifty Years of Progress

²⁻2012 Surgeon General's Report — Preventing Tobacco Use Among Youth and Young Adults





For more information go to www.opi.mt.gov/tobaccoed